

FY 2013 Michigan Air Service Program- Airport Awareness

<u>Airport</u>	<u>Project Description</u>	<u>State Funding (90%)</u>	<u>Local Share (10%)</u>	<u>Total</u>
Alpena County Regional Airport, Alpena (APN)	Newspaper, television, radio, online, billboard, & direct mail advertising	\$25,000	\$2,778	\$27,778
Houghton County Memorial Airport, Hancock (CMX)	Various forms of advertising as well as the development of an airport marketing plan that focuses on educating the community through forums, workshops, public presentations, & media relations	\$25,000	\$2,778	\$27,778
Ford Airport, Iron Mountain (IMT)	Newspaper, television, radio ads, printed brochures, community workshop & an airport open house	\$25,000	\$2,778	\$27,778
Gogebic-Iron County Airport, Ironwood (IWD)	Newspaper, television, & radio advertising	\$25,000	\$2,778	\$27,778
Manistee-Blacker Airport, Manistee (MBL)	Traditional/emerging media advertising & hiring a marketing consultant	\$25,000	\$2,778	\$27,778
Muskegon County Airport, Muskegon (MKG)	Traditional/web-based advertising & marketing survey	\$25,000	\$2,778	\$27,778
Pellston Regional Airport, Pellston (PLN)	Television, radio, & print advertising	\$25,000	\$2,778	\$27,778
Sawyer Int'l Airport, Marquette (SAW)	Radio, TV, billboard, brochures, & promotional items	<u>\$25,000</u>	<u>\$2,778</u>	<u>\$27,778</u>
		\$200,000	\$22,224	\$222,224

FY 2013 Michigan Air Service Program- Capital Improvement & Equipment

<u>Airport</u>	<u>Project Description</u>	<u>State Funding (90%)</u>	<u>Local Share (10%)</u>	<u>Total</u>
Houghton County Memorial Airport, Hancock (CMX)	Security cameras, automatic-opening terminal doors (for handicapped-accessibility), & skid steer (for mitigation of wildlife habitat/snow removal)	\$80,000	\$8,889	\$88,889
Delta County Airport, Escanaba (ESC)	New passenger seating for the air carrier terminal	\$5,000	\$556	\$5,556
Ford Airport, Iron Mountain (IMT)	Handicapped-accessible doors	\$31,400	\$3,489	\$34,889
Manistee-Blacker Airport, Manistee (MBL)	Improved airport signage & defibrillator for terminal	\$20,700	\$2,300	\$23,000
Muskegon County Airport, Muskegon (MKG)	Refurbishment of 1999 vintage de-ice truck including the addition of Type IV anti-ice dispensing capability & construction of restrooms beyond the security screening checkpoint	\$80,000	\$8,889	\$88,889
Pellston Regional Airport, Pellston (PLN)	Baggage carts & TV monitors for passenger terminal	\$5,200	\$578	\$5,778
Sawyer Int'l Airport, Marquette (SAW)	Upgraded friction measuring equipment	\$55,701	\$6,189	\$61,890
Willow Run Airport, Ypsilanti (YIP)	Improved lighting for hangar & ramp	<u>\$25,000</u>	<u>\$2,778</u>	<u>\$27,778</u>
		\$303,001	\$33,667	\$336,668

FY 2013 Michigan Air Service Program

	<u>State Funding</u> <u>(90%)</u>	<u>Local Funding</u> <u>(10%)</u>	<u>Total</u> <u>Funding</u>
Airport Awareness	\$200,000	\$22,224	\$222,224
Capital Improvement & Equipment	<u>\$303,001</u>	<u>\$33,667</u>	<u>\$336,668</u>
	\$503,001	\$55,891	\$558,892